



## Mexico Energy Efficiency Industry Partnership



Public and private sector attendees at an Energy Efficiency Industry Partnership seminar

Since 1995, the Alliance to Save Energy's Energy Efficiency Industry Partnership (EEIP) program, supported by USAID, has helped Mexican enterprises increase their productivity, reduce their energy cost, and lower their pollution. Independent evaluators of this program estimate that the program is saving participants approximately 270 million kilowatt-hours of electricity, 182 billion BTUs of natural gas, and \$25.8 million on deferred annual energy costs – which amounts to enough money to power 215,000 Mexican homes annually.

The creation of stronger links between the energy efficiency industry and commercial and industrial end users has led to numerous energy-saving projects.

In addition, the EEIP program has provided more than 27 sessions featuring more than 200 presentations by 82 different U.S. and Mexican companies to more than 2,000 energy managers and other representatives from over 700 industrial, commercial, hotel, and hospital facilities with information and access to energy efficiency technologies and services through educational seminars.

This has been accomplished through the two principal EEIP activities 1) educational seminars and 2) industry policy forums.

The seminars have involved 82 different U.S. and Mexican energy efficiency companies who have participated more than 200 times by giving educational presentations.

Programmatic results have shown that small USAID investments in educational seminars have leveraged significant private sector resources. To date, energy efficiency companies have contributed over 1,700 person days to Alliance seminars through workshop lectures and have paid the full costs of their participation, worth an additional \$500,000 of in-kind contributions.

This contribution continues even today as energy efficiency companies follow-up with audience members to identify and implement energy saving opportunities. A recent comprehensive evaluation of these activities showed that USAID and the Department of Energy resources have successfully led to the development of more than 40 energy efficiency projects worth over US\$3.8 million.

### **EEIP Program Evaluation (1995-2003)**

As part of the phase-out of the EEIP program, in 2003 USAID hired a third party evaluator to conduct a comprehensive evaluation of the two principal activities of the program: educational seminars and industry working group efforts. The goal was to evaluate the programmatic impact and sustainability of these activities.

The evaluation showed seminars' results were impressive by many measures. Based on sampling of public and private sector participants, the evaluator estimated the program's overall energy savings, as noted above. The evaluation also noted that the average EEIP presenter

earned at least \$200,000 in post-seminar sales. Thousands of post-seminar surveys attested to the value of the seminars for both speakers and audience members alike. Overwhelming numbers of audience members – often 90 percent or more at any given seminar, described speaker presentations as either “very good” or “excellent”.

This evaluation has shown that USAID-funded seminars have been an effective venue for energy consumers to learn about various energy saving products and services, and for energy efficiency businesses to expand their market and promote energy efficiency.

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